

(19) World Intellectual Property Organization
International Bureau



(43) International Publication Date
18 December 2003 (18.12.2003)

PCT

(10) International Publication Number
WO 03/103977 A1

(51) International Patent Classification⁷: **B41M 1/24, 3/00, B41F 19/02, B41M 3/14**

(21) International Application Number: **PCT/IB03/01977**

(22) International Filing Date: **23 May 2003 (23.05.2003)**

(25) Filing Language: **English**

(26) Publication Language: **English**

(30) Priority Data:
2002/4640 10 June 2002 (10.06.2002) ZA

(71) Applicant (*for all designated States except US*): **NAM-PAK PRODUCTS LIMITED [ZA/ZA]**; 114 Dennis Road, Atholl Gardens, Sandton, 2196 Johannesburg, Gauteng Province (ZA).

(72) Inventor; and

(75) Inventor/Applicant (*for US only*): **ELBERS, Caspar, Marinus, Theodorus [NL/ZA]**; 5 Hillside Road, Everton, 3610 Kwazulu-Natal Province (ZA).

(74) Agent: **SCHWEIZER, Adrian, Victor, van; Adams & Adams, 23 Wellington Road, 3rd Floor, Parktown, Johannesburg (ZA).**

(81) Designated States (*national*): AE, AG, AL, AM, AT, AU, AZ, BA, BB, BG, BR, BY, BZ, CA, CH, CN, CO, CR, CU, CZ, DE, DK, DM, DZ, EC, EE, ES, FI, GB, GD, GE, GH, GM, HR, HU, ID, IL, IN, IS, JP, KE, KG, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MA, MD, MG, MK, MN, MW, MX, MZ, NI, NO, NZ, OM, PH, PL, PT, RO, RU, SC, SD, SE, SG, SK, SL, TJ, TM, TN, TR, TT, TZ, UA, UG, US, UZ, VC, VN, YU, ZA, ZM, ZW.

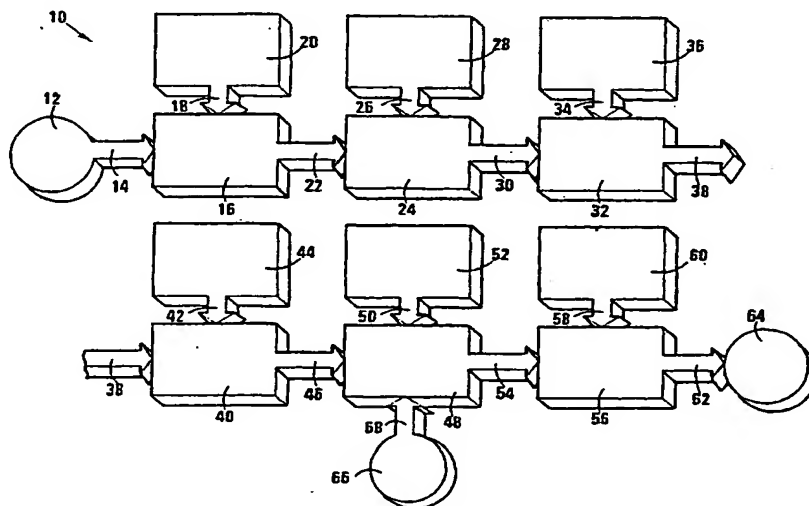
(84) Designated States (*regional*): ARIPO patent (GH, GM, KE, LS, MW, MZ, SD, SL, SZ, TZ, UG, ZM, ZW), Eurasian patent (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European patent (AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, HU, IE, IT, LU, MC, NL, PT, RO, SE, SI, SK, TR), OAPI patent (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG).

Published:

— with international search report

For two-letter codes and other abbreviations, refer to the "Guidance Notes on Codes and Abbreviations" appearing at the beginning of each regular issue of the PCT Gazette.

(54) Title: **PRINTED, EMBOSSED AND METALLIZED MATERIAL**



(57) **Abstract:** The invention provides a process for producing printed material comprising an elongated web of flexible sheet material. The process includes the process steps of printing an embossing coating on at least a portion of a surface of a major face of a web of the sheet material, embossing the embossing coating printed on the major face by means of an optically variable device, and metallizing at least a portion of the surface of the major face with a metal coating. The invention also provides an apparatus or installation 10 for producing the printed material. The apparatus or installation 10 comprises a plurality of process stations which include an embossing coating printing station 24, an embossing station 32, and a metallizing station 40. Further, the invention provides a flexible printed material comprising a web of flexible sheet material, whenever produced by the process or apparatus or installation 10 according to the invention.

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